

Module	Applied e-Business
Semester	3
Responsible	n.n. (bisher Prof. Dr. Dr. Herbert Neunteufel)
Lecturer	Dr Roger Silberberg
Language	English
Curriculum	Elective module in the degree programme Master of Business Systems
Type of teaching	<p>Private studies according to study notes including literature research using textbooks or other sources. Workshop, case study, discussion group, application to course project, computer-supported presentations. Support is given via the Learn Management System Stud.IP including information, references, or files. Various communication channels are used: email, forum, chat, wiki-pages or online tutorials.</p> <p>Work-based learning by linking information technology theory with workplace environment and experience.</p>
Workload	Lecture sessions plus regular and independent practice essential. Approximately 110 hours self-study is required.
Credit points	5
Prerequisites	Competence in using internet tools; fundamental understanding of marketing and business communications as provided in a first business related degree and at workplace; Competences in project management and business processes as provided in the first semester.
Module objectives	<p>Students know how to evaluate the technical as well as the operational aspects of e-commerce, and are enabled to apply this knowledge effectively in practice. Students are able to formulate and evaluate business plans for internet-based business approaches.</p> <p>Students are enabled to assess the relevance of new trends and developments in the field of e-commerce and are able to use it in strategic management.</p> <p>Students get competence to recognise opportunities, benefits and risks associated with the application of the internet as a critical element of modern business. They are able to deduce the demands and requirements for internet applications in the real business world, implement effective solutions, and are able to address social and ethical impacts.</p>
Content	<p>Introduction to computer-supported communication in business, Technical fundamentals, Types of e-commerce and their application, Advantages and weaknesses in e-commerce, The role of e-commerce related to conventional business interaction, Rules and pre-requisites for success, e-Markets, e_payment and security in e-commerce, Constructing relevant e-commerce business plans</p> <ul style="list-style-type: none"> • Online-Advertising (eAdvertising) • Online market research • Online Customer Relationship Management (eCRM) • Conversion Marketing • Search Engine Optimization • E-mail marketing • Affiliate Marketing <p>International (i.e. cross-cultural) aspects of online marketing will be discussed as well.</p>
Examination	Review of case study, oral presentation or written exam. Assessment details will be provided at the beginning of the semester.
Reading list	Rainer Thome, Heiko D. Schinzer, Martin Hepp: Electronic Commerce and Electronic Business, latest edition